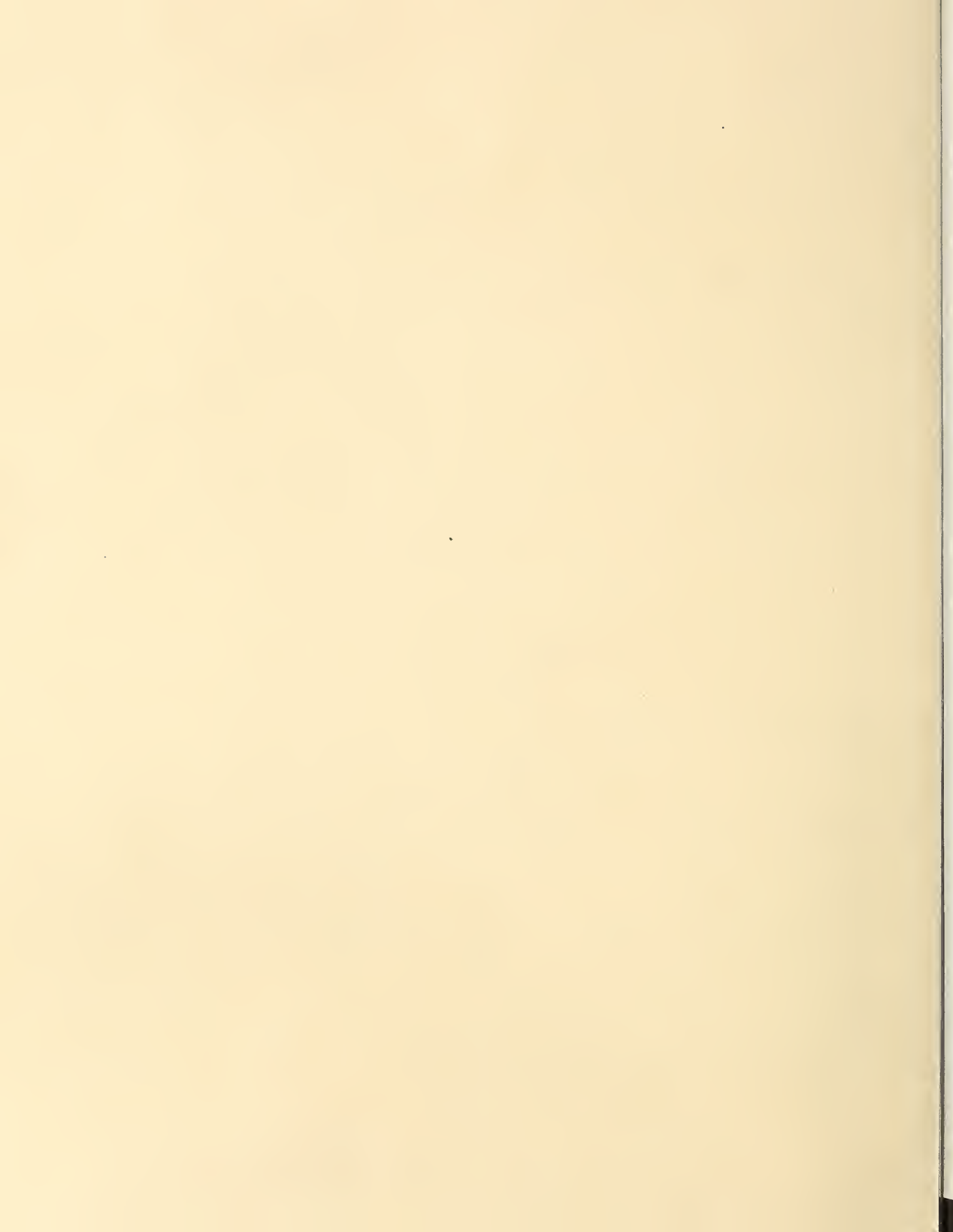


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EXTENSION SERVICE
Review

MARCH 1957



FACING PROBLEMS TOGETHER — SEE PAGE 51

EXTENSION SERVICE *Review*

Official monthly publication of
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U. S. Department of Agriculture
and State Land-Grant Colleges
and Universities cooperating.

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The *Extension Service Review* is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The *Review* offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the *Review* serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

Vol. 28

March 1957

No. 3

EAR TO THE GROUND

Participation in or exposure to our communications workshop has had the effect of opening my eyes and ears to words as I've never seen them before. It's exciting and it's frustrating. Office talk has been on how to report Extension work.

Yesterday in talking to our picture cover agent, John Holbert, Bedford County agent in Pennsylvania, I asked for some results of Crystal Summers' work in farm and home development. (Crystal has married and resigned recently.) He gave me the statistics I asked for, then added the following details:

He said one of the women had asked Crystal about the cost of carpeting for her living room. When Crystal answered her question she also called the woman's attention to the excellent quality of her floors, suggesting that she might want to refinish them and use throw rugs instead of carpeting. The homemaker was pleased with the suggestion because it saved her money and gave her a more satisfactory solution to her problem.

Another woman who also had attended the group meetings and learned the value of keeping records

on the family wardrobe, reported that instead of the usual confusion of shopping for clothes a few days before school began she avoided that and also saved a substantial sum of money by inventorying early in the season and buying during sales' period.

On the nutrition side, the women said they had plenty of cabbage and needed to know some new ways of preparing it for the family. Crystal gave them suggestions to spruce up their menus.

Now my question is, how can you report these kinds of accomplishments? It's my contention that educational work with people can't be tabulated. One or two or three human interest stories are worth many times their space in statistics . . . if you're trying to tell some one else about your work.

And if I've not made myself clear, it just proves my point, that communications can be difficult.—CWB

COVER PICTURE—Crystal Summers Winecoff and John Holbert, home and agricultural agents in Bedford County, Pa. work with Mr. and Mrs. Paul Llewellyn on farm and home problems. See story on page 51.

The *Extension Service Review* is published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 31, 1955).

The *Review* is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50, foreign.

Facing Problems Together

Editor's Note: In Bedford County, Pa., John H. Holbert and Crystal Summers, the county agricultural and home demonstration agents, began working with their farm people through farm and home development in the winter of 1954-55. They developed a system of working with couples in groups of 4 to 6—"working with families individually in groups," they called it. There are 20 of these families, all on dairy farms.

Here are some figures on agricultural changes.

14 families improved the fertilization of crops

All 20 have improved their dairy operations

14 improved their cropping systems

14 improved their pasture systems

8 improved their feeding practices

6 remodeled their barns to increase efficiency

8 modified their machinery situations

On the home side, kitchens were remodeled, floors re-finished, furniture reupholstered, and school clothes were inventoried early enough to take advantage of summer sales. The women asked for and received help on preparing cabbage, a plentiful vegetable in Bedford County.

These agents say that the farm and home unit work develops leadership and good citizenship. From this Bedford County group have come two new members of the county extension advisory committee, a new 4-H Club leader, and 2 new 4-H Clubs.

by JOHN H. HOLBERT

WE have had from 4 to 6 families in a group. I feel that 4 is pretty much a minimum and 6 has been the most that we could get interested at one time and at a set time and location. We are hoping to try a group of 8 or 10 in the future. I see no reason why up to 10 could not be handled in the group method if there are proper facilities for the meeting. It might mean that the work would progress a little slower.

It took from 4 to 5 all-day meetings to complete a group in farm and home planning, meeting between the hours of 10:30 a.m. and 3:30 p.m. with an hour off for lunch. This totals 16 to 20 hours per group. Some groups can complete in the 16 hours; others don't move along quite as fast and therefore we scheduled the fifth meeting with them. Several factors can cause this variation, such as differences in education and intelligence level, type of farming, variation in the type of farming among the families, and the like.

In most cases, Crystal and I knew the couples who were starting farm and home planning and had been on their farms and in their homes previously. Therefore we did not feel it was necessary for us to make a visit prior to starting the meetings of the group. At the conclusion of the last meeting with each group we discussed with them the fact that we would soon make one visit to each family to discuss anything regarding their plans. We usually made this

visit together and first sat down in the house where we could all talk as a group.

After a discussion together, then the farmer and I might take off for the barn or some other part of the farm while Crystal and the homemaker went into detail on the home problems. At the conclusion of this visit, we tried to make it the family's responsibility to contact us whenever they needed additional help on their overall planning or in some minor phase of it. We wanted them to feel that we were at their service, but they would have to call us. I'm sure that in the future, any families whom we do not know or whose farms we've not been on should be visited before the first meeting or certainly before the second one.

To hold the interest of both men and women in the group meetings, we try not to have more than one activity going on at any particular time. In other words, if we were working on the farm and the business, then everybody concentrated on that. When we worked on the home problems, the same was true. We try to divide the time so that neither the farm nor the home was slighted.

If we were discussing something pertaining to the farm and we felt that the women's interest was lagging, we tried to switch pretty quickly onto a topic about the home. We had very little difficulty along this line because the women seemed to be much interested in the farm and all of the business. In fact, they pushed

(Continued on next page)



M. J. Armes, farm management specialist, Pennsylvania State Extension Service, leads a group discussion with Bedford County couples.

the pencil many times in some of the farm figuring. Likewise, when discussing the home or the children, the husband always seemed interested.

Before Crystal and I went out to a meeting of the group, we always had a plan in mind of what we hoped to cover for the day. We usually started off with a brief review, answering any questions about the homework from the meeting before. After we had answered questions and discussed the homework, both from the farm and home end of it, we then proceeded into the items which we hoped to cover for the meeting. We almost always alternated between the farm and home. I really believe that this procedure was one of the reasons why we have been able to keep both the men and women interested. It may have seemed at times that we were jumping back and forth, but we did this in order to keep both the farm and homework moving along.

In addition to the results mentioned in the introduction to this article we can report the following:

Five planned to either add a new or increase a minor enterprise. One has started. Three planned farm ponds. Two have been built. Two planned to add a hired man. One has done so. Two planned some drainage work. One has started. One couple planned to sell their farm and buy another; this has been done. One bought an irrigation system; one drilled a new well. One family sold their car and bought a three-quarter ton truck. One family planned to change their milk market, but has not yet done so.

Our regular extension program has been affected by farm and home planning. The 20 families contributed to the regular extension program with: 8 new pasture demonstrations; 2 corn variety demonstrations; 1 oat variety demonstration; 4 contour strip demonstrations; 2 farm pond demonstrations; 2 new executive committee members; 2 new 4-H home economics clubs. Certainly not all of these happened because of the family's participation in farm and home planning, yet we know from talking with the families that many were the direct result of their farm and home planning experience.

Often, people know that certain

changes are desirable, but sometimes they lack the incentive or little extra encouragement to get started. Both personal and group airing of problems is good therapy and often help to make action decisions.

Our most striking example is a couple past middle age who for about 30 years has been fully conscious that they were handicapped by the need for a well to supply water to the herd. There is no telling how many hours they had put into hauling water. Yet they simply lived with the inconvenience. After the farm family and county agents examined all the factors involved, a method characterizing this unit approach, these folks decided to drill their well. Now they wish they had done it years ago.

CALENDAR OF EVENTS

MARCH

National 4-H Club Week—March 2-9

National Rural Health Conference—
March 7-9, Louisville, Ky.

APRIL

National Home Demonstration Week
—April 28-May 4

JUNE

National 4-H Club Conference —
June 15-21, Washington, D. C.

American Home Economics Association—
June 25-27, St. Louis, Mo.

JULY

Farm Safety Week—July 21-27

OCTOBER

National Association of Home Demonstration Agents—Oct. 22-25, Minneapolis, Minn.

National Safety Congress—Oct. 21-24, Chicago, Ill.

NOVEMBER

American Association of Land-Grant Colleges and State Universities —
Nov. 11-14, Denver, Colo.

Farm-City Week—Nov. 22-28

DECEMBER

National 4-H Club Congress—Dec. 1-6, Chicago, Ill.

National Association of County Club Agents—Dec. 1-4, Chicago, Ill.

Harrison M. Dixon Retires



Harrison M. Dixon retired as Director of the Division of Agricultural Economics Programs, Federal Extension Service, on December 17, 1956, after more than 45 years in the U. S. Department of Agriculture. Mr. Dixon's long career has left its mark on extension work everywhere in the land.

A native of Ohio, Mr. Dixon began his career in agricultural economics work as an assistant in farm management and farm accounting research at the Ohio Agricultural Experiment Station in 1909. In the summer of 1911 he assisted the USDA Office of Farm Management in the fieldwork on the first farm management survey in Indiana, Illinois, and Iowa.

Following this he came to the USDA in 1911 to be in charge of farm business analysis and survey work in the Office of Farm Management. He was with this office until 1922 when he transferred to the Federal Extension Service where he remained until his retirement in December.

Mr. Dixon is an educator. Throughout his career he was primarily interested in training extension workers in agricultural economics. As early as 1914 he conducted training schools in farm management for county agents in 16 States. In 1924 he started agricultural outlook on a nationwide basis. For the present, Mr. Dixon will continue to reside here in Washington.

Local Leaders Learn



How to Encourage Family Reading

by FLORENCE J. ATWOOD, *State Home Extension Leader, Nebraska*

How long has it been since you read a book?

If it is longer than you care to admit, you will be interested in ideas resulting from the first statewide rural reading conference at the University of Nebraska, May 23-24.

A county home extension reading leader and a librarian from each of Nebraska's 93 counties were invited to the conference. Two hundred delegates attended. The purpose of the conference was to consider ways to stimulate reading in rural areas of Nebraska and the problem of distributing reading materials to these areas.

The 2-day program included discussion groups and talks by nationally known speakers: Alfred Stefferud, editor of the United States Department of Agriculture yearbooks, Washington, D. C.; Dr. John Walker Powell, group reading specialist, Ford Foundation, Baltimore, Md.; and S. Janice Kee, head of the public libraries division of the American Library Association.

Mr. Stefferud enumerated reasons for reading: Pleasure; keeping up with developments of society; to gain feelings of security, perspective, and assurance; and for a valid link with the past.

He suggested ways to encourage reading: Remove distractions; read aloud to others; do not force children to read; set an example for others by reading; read about things that interest you; and have books around.

Dr. Powell told the delegates that "Books are important because books are people." People are important,

he said, because we become what we are through people around us. He suggested reading a book about the same time a friend or member of the family reads it to have more opportunity to think and talk about it.

Miss Kee focused her remarks on a good library. She pointed out ways in which libraries are expanding their services. In addition to books, newspapers, and magazines, many libraries now stock record albums, phonographs, films, slides, and projectors. Some maintain community rooms for organized groups to use.

Librarians as well as extension club members were invited to the conference, because as E. W. Janike, associate director of the Agricultural Extension Service in Nebraska, said, "The Extension Service and libraries have the same basic objective—to help people find a happier, more profitable life."

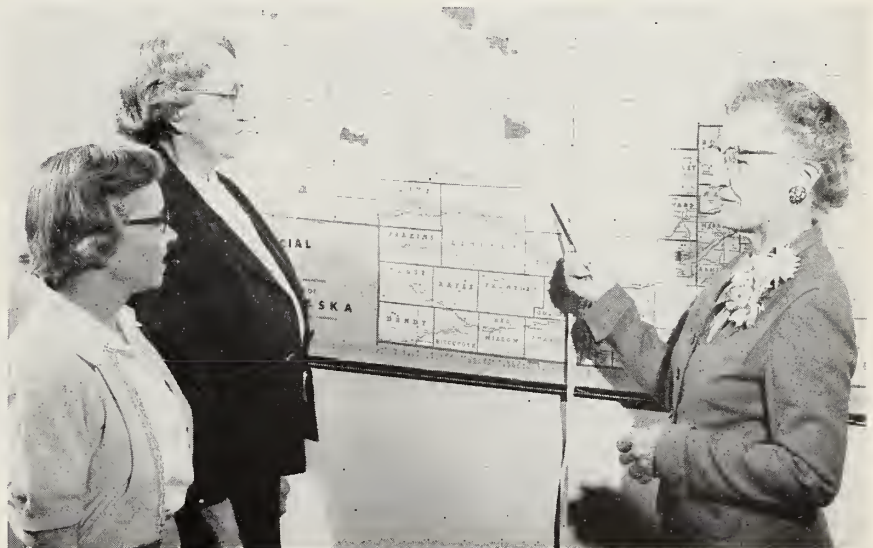
In the discussion groups, delegates came up with nearly a dozen suggestions for improving the reading programs of home extension clubs. Some of their ideas are:

Librarians could train leaders in group reading.

Encourage reading in small groups.

Include on a club program a panel discussion made up of women who have read different books on the same subject.

(Continued on page 56)



Nebraska State Home Extension Leader Florence J. Atwood, right, points to the map of Nebraska to show members of the State Public Library Commission, Mrs. Dorothy Lessenhop (left) and Louise Nixon, that women from all over the State attended the Rural Reading Conference.

How We're Doing

THE "big picture" of Extension work nationally shone more brightly than ever during 1955 and 1956. Cold figures and heart-warming examples of people's achievements show this clearly. The record should be convincing proof that your efforts count heavily in amassing literally hundreds of thousands of examples of family progress.

From the 1955-56 annual report of Extension work nationally, here are some highlights (figures are for calendar year 1955):

. . . Aided 9,635,000 families to change some farm or home practice. Up 7 percent over 1954 and a new record.

. . . Aided 6,110,000 families to change some farm practice. Up 5 percent over 1954.

. . . Aided 6,135,000 families to change some home practice. Up 7 percent from 1954 and almost doubled since 1952.

. . . Enrolled 2,156,000 4-H'ers. A new record for the 11th consecutive year.

. . . Helped people in 394 counties make a 5- to 10-year analysis of their county problems and possible solutions in the new program projection work.

. . . Aided 29,000 new families to make their own long-range farm and home development plans. This number is more than doubled over 1954.

. . . Relied heavily in program planning on 28,750 county advisory committees totaling 670,000 men and women.

Yes, these figures make an impressive total record. But what about the people behind these cold figures?

Dad, Mom, Johnny, Susie — even the hired man — worried much about cutting costs. And the whole county-State-Federal Extension team pitched right in to help families fight the cost-price squeeze.

A Decorah, Iowa, farmer cut his hog feeding costs \$2,700 after State specialists had noted his unduly high cost for purchased protein supplement and had recommended steps to reduce it.

(Continued on next page)

by LYMAN NOORDHOFF,
Federal Extension Service

THE FAMILY BEHIND THE STATISTICS

Farmers today are recognizing that they have to change and adapt their practices to make full use of new knowledge, and are more ready to toss away the outmoded practices.

The old crystal ball has become more like a piece of putty which farm families are learning to mold to their own needs, as they look ahead and plan their future.

Families and extension agents, too, are stretching the conference table to take in advisers and specialists for working out the more complex problems.

In spite of hazards, natural and man-made, which seem to squeeze the farmer from time to time, he seeks all possible alternatives in his effort to manage a successful family farm.



In Texas a rancher with 115 beef cows formerly produced 43,000 pounds of beef. To reduce costs he culled his herd to 84 of the best producers and still sold 41,000 pounds of beef. The 3-cent premium for better quality calves produced after culling enabled him to earn about \$1,000 more—even though he sold 2,000 pounds less beef.

A New Mexico family asked their home agent for help in overall home management. Through careful planning and family labor, they remodeled their home, replaced furniture and equipment, repainted, grew a garden, and learned home sewing. They're now better fed, better clothed, better housed—all without going into debt.

A young Minnesota couple faced a crucial decision: to sell or not to sell their 20-cow herd of 400-pound butterfat producers and go into beef and hogs. An extension analysis showed that they were spending undue time and labor on their cows and they'd have to enlarge their herd to keep the same family income. After consulting their county agent, they decided to sell the cows. Their 1955 gross income was twice as much as that for 1954. And they expect to cut labor time by 15 to 20 percent.

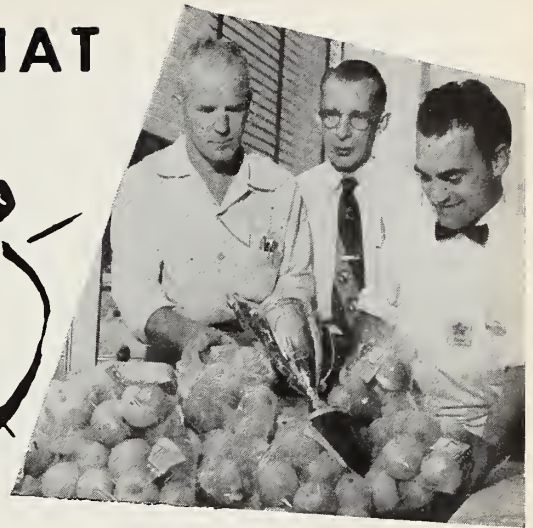
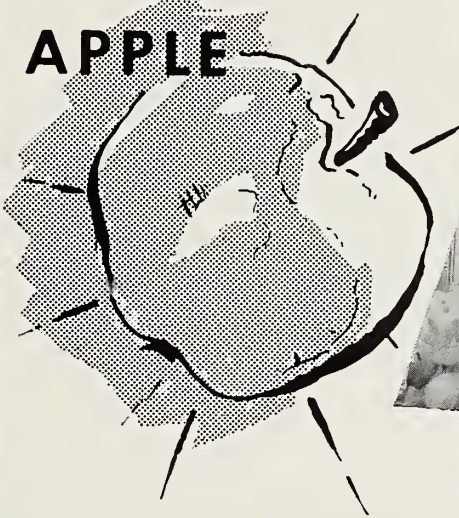
Homemaking training in 4-H produced lifelong values for a Wisconsin girl. She writes modestly: "It was during this period (18 months of her mother's illness and finally death) that I really appreciated, and my family also, all that I had learned in my 4-H Club work."

These are typical family achievements due in part to educational assistance from 10,800 county extension workers, 2,400 State extension specialists, and 104 Federal extension program leaders.

But we all know the huge job waiting to be done. The annual report calls it the average potential workload per county worker. For 1955 the estimated average number of rural farm and nonfarm families to be reached amounted to 3,740 per agricultural agent, 6,144 per home agent, and 2,963 per 4-H worker.

Our foremost challenge is to provide these families at their request with counsel and guidance in a meaningful, broad-scale, coordinated program.

POLISH THAT APPLE



Fred Corey (left), Monroe County, N. Y., agricultural agent, helps arrange an apple display in a supermarket.

Marketing techniques for selling apples can be adapted to selling almost any agricultural product. Here are a few methods Extension Agent Corey used to "help people help themselves" with marketing problems in Monroe County, N. Y.

by E. HALE JONES, *Extension Teaching and Information, Cornell University*

APPLE production is big business in western New York, and Monroe County Associate Agricultural Agent Fred Corey is doing a lot to make it even better. Working closely with his county Extension Service fruit committee and the Western New York Apple Growers Association, Fred has helped to market a better product and also to boost apple sales by 25 percent in the city of Rochester during and for sometime after National Apple Week.

Extension takes the stand that if you are going to produce apples, you also must get people to eat them.

"I believe our Extension Service should be concerned with helping to market products grown in our area," Corey said. "Here in Rochester, we have the opportunity and responsibility to do marketing work. We educate consumers and nonfarm folks on the importance of fruit growing to western New York, why fruit is grown here, and why it is an important food."

Yes, marketing in Monroe County is so important that the New York State Extension Service has placed a special marketing agent in Rochester. R. H. Martin, special agent, works with retailers and handlers and also helps with the apple program.

Corey says he and his associates have three basic marketing objectives, namely, more efficient marketing and merchandising, wider distribution and use of farm products, and favorable public relations for agriculture.

This year National Apple Week was an especially busy time for marketing specialists and the apple industry. They did a lot to publicize apples during the past 3 years.

The Extension Service helped the apple growers with their third merchandising contest in the Rochester area food stores. Each cooperating store sets up an apple display, and

(Continued on next page)

the best ones, in the opinion of competent judges, win prizes.

"We started out with 40 stores, but found that was too many," Fred said. "The judges couldn't get around to all of them. So now we have about 25 stores, classified, so the smaller stores need not compete with the big supermarkets."

This contest is important to the stores, so the judges are carefully selected. The displays are judged on their ability to sell apples. Originality, merchandising ideas, and overall appearance count. The winner gets a handsome trophy, which is provided by the apple growers' association, and, for the past 2 years, the produce managers have received cash awards.

Effort is not confined to stores. This year the growers provided 10,000 standup promotion cards that were placed in hotel rooms, banks, and libraries. The banks cooperated by having apple displays for their customers to "take one."

A leading motel in Rochester went all out to cooperate in the apple program. An apple was put in every room every day during National Apple Week, and in a double room, it's two apples a day.

The motel went even further. The managers put on a huge apple smorgasbord with such delicacies as apple muffins, tuna apple salad, apple tea ring, apple onion casserole, apple potato salad, spiced crab apple, and, of course, apple pie.

Corey has helped the growers arrange for the distribution of an apple selector, a handy guide that tells the homemaker what apple varieties to use for various purposes.

To educate the public on apple varieties another contest was initiated. Attractive posters were placed in the libraries along with 15 western New York apple varieties which the book readers had to identify. The displays also told of the history and origin of apples grown in western New York. Fred says their consumer education value was hard to estimate, but he rated it high.

These techniques can be adapted to almost any agricultural product produced in your area, whether it be grains, fruit, or milk.

Local Leaders Learn

(Continued from page 53)

Become better acquainted with the local library by holding an occasional club meeting in the library.

Invite the local librarian to the meeting at which the county extension program is presented to the executive board.

Send the local librarian a copy of the club's program for the year. This will help her assemble books on the subjects to be presented.

Develop a family record sheet to help the librarian recommend books to an individual family.

Have the State Library Commission make available a list of current books worth reading.

Have the commission make books available that are related to club demonstrations and to study programs.

Delegates report on the conference to their counties through radio, TV, and the press.

The conference was an outgrowth of a national conference held 3 years ago in Washington, D. C. The Nebraska meeting was sponsored jointly by the University of Nebraska, the Nebraska Public Library Commission, and the Extension Service of the College of Agriculture. It was made possible by a grant from the Woods Charitable Funds, Inc., a local benevolent foundation.

Grace Frysingher Fellowships

The National Association of Home Demonstration Agents has set up two fellowships named for Grace E. Frysingher.

The fellowships are for \$500 each to cover expenses of a home demonstration agent for a month of visiting other States to observe the extension work there. Each State may nominate one candidate, and the selection of the agent to receive the fellowship will be made by a committee appointed by the National Home Demonstration Agents Association.

Applications are handled by the association president or the State Association Fellowship chairman, in cooperation with State home demonstration leaders.

Make Your Annual Report Do Double Duty

Your required annual report and plan of work can be one of your handiest public relations tools.

How? Simply by using the information in it for a series of well-planned news stories, radio or TV programs, your personal column, a special summary newsletter or even a folder or brief booklet. In any of these ways, you're contacting thousands more people through your annual report. You're making one job produce multiple results.

Consider the Humboldt-Del Norte Counties, Calif., report. It's a neatly mimeographed, 24-page job with about 65 short, 100- to 400-word items on farm, home, and 4-H work. With short, interesting stories, the agents covered a lot of ground quickly. Twelve pictures are included. The report shows a great deal of imagination and sound planning. You can easily see a county commissioner, newspaper, radio or TV editor, farm family, or businessman reading the whole thing because it's so well done. Unfortunately no extra copies are available.

M. S. Shaw, associate director, Mississippi Extension Service, writes agents there: "Your annual report is . . . a fine public relations tool. You can and should use it as the basis for special newspaper articles. A series of stories, each on a specific phase of the program is suggested. Use pictures if possible. . . ."

From State annual reports, Wisconsin found that newspapers and farm magazines picked up a surprising number of stories verbatim from the 1955 report or used it as a lead to work up their own stories.

Why this unexpected payoff? Likely because the report was simply 29 success stories from 22 counties (about one-fourth of the State) of farm families and their improved dairying, planned kitchens, and so on, through extension aid. Names make news. People like to read about other people.

Many other county and State workers likely have gained this extra mileage from their annual reports. You, too, can make it do double duty.

PHOTOGRAPHY

A Magic Carpet



by **RAYMOND KELLY**,
Teton County Agent, Montana

Above—Photographs of a range management demonstration of waterfall on semi-arid soil. Read accompanying story for detailed explanation.

PHOTOGRAPHY has much of the "magic carpet" quality. Through its use we span space and time, presenting the outdoor event or the recent 4-H dress revue at such time and place as we choose.

Photography is a nimble medium that can be employed effectively by any extension worker. Its uses in Extension are almost unlimited in their scope and variety. My own attitude toward photography is that of a confirmed hobbyist, using both roll and press-type cameras and my own darkroom. There is real satisfaction both in the application of photographic techniques and in "getting through" to people with pictures more effectively than with words. Very adequate results are also achieved by workers with only casual interest in photography itself.

Each of the two general fields of pictures, color slides, and black and white prints, have certain advantages. Color shots have enabled us (and undoubtedly countless other extension workers) to do such things as:

Show both the general plan and the detailed arrangements of an exceptionally good U-shaped kitchen, using a carefully planned series of indoor shots.

Show the nature and extent of damage of wheat plants by the wheat-stem sawfly.

Take groups during the cold winter months on comfortable color-slide "tours" of weed control plots, fertilizer response demonstration, conservation practices, and many others.

Our most effective use of black and white prints is attained through the cooperation of both weekly and daily newspapers of the county and surrounding area. Agricultural problems, events, and achievements have been spotlighted on the publication of before, during, and after shots. Publication of such shots is an effective and usually gratifying means of acknowledging the cooperation of individuals and groups and, in many cases, has helped insure their continued cooperation. Published pictures of presentations and committees at work are examples.

The accompanying three pictures are a fairly convincing argument for improved range management in a semiarid region such as Montana. Wide steel rings, sharpened on one side, were pounded solidly into the soil on each side of the fence which divides the heavily grazed and moderately grazed areas. Water equivalent to one inch of rainfall was poured into both rings at the same time. Watchers at each ring carefully checked the time required for all this water to soak into the soil. In the moderately grazed area the water had completely disappeared in $4\frac{1}{2}$ minutes. At the end of 10 minutes only about half the water had soaked into the compacted soil of the heavily grazed range, and the lone remaining watcher was ready to remove the ring and move on with the group, convinced of the value of moderate grazing. Pictures and information such as this are very helpful in showing ranchers how range management and moisture losses from excessive run-off and slow penetration are associated.

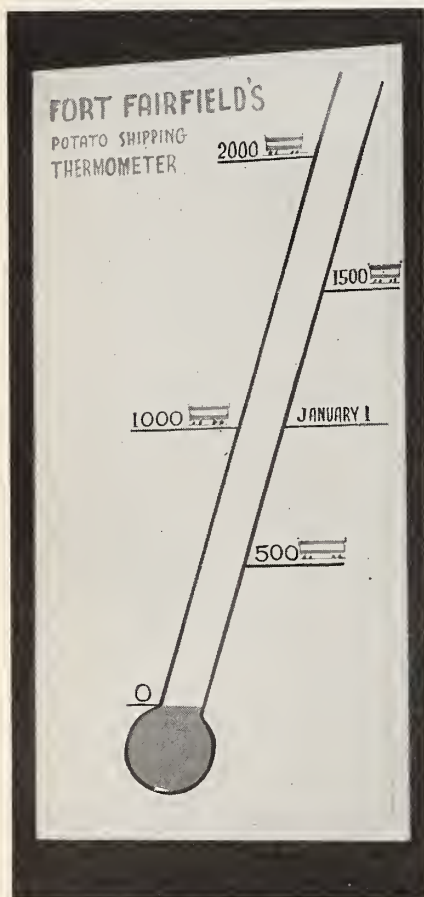
POTATOES

AS YOU LIKE THEM

This is an account of Extension's efforts to help Maine's potato industry grow.

by JOHN W. MANCHESTER,
Associate Extension Editor, Maine

MAINE has been a major potato-producing State for years but selling the spud crop has often been a problem. Farmers needed help. State and county workers of the Maine Extension Service were determined to do something about it.



Large shipping thermometers were erected in prominent places in 16 major potato-shipping communities in Maine's Aroostook County.

The Pine Tree State had developed good markets for its certified potato seed and for round white tablestock. However, it needed diversified and expanded outlets to give more strength and stability to its marketing efforts.

Arling C. Hazlett, extension economist in marketing, and county agents in the potato areas sparked an intensive drive for orderly marketing. They used news releases, radio and television talks, circular letters, bulletins and circulars, meetings, telephone and personal calls, and every other means at their command. They wanted growers to start shipping potatoes early in the fall and to continue shipping regularly each month through the season. Year in and year out, orderly marketing has paid off.

Large shipping thermometers were erected in prominent places in 16 major potato shipping communities in Maine's Aroostook County. Each was kept up to date with the number of carloads of potatoes shipped to that time compared with the desirable number in order to move the entire merchantable crop. The information provided an incentive for growers and shippers to keep potatoes moving out of Maine regularly.

As a result of this orderly marketing campaign, Maine moved 75 percent more potatoes before January 1 than it had the previous year. It also helped bolster prices later in the shipping season.

Potato Chips and Flakes

The Extension Service also informed Maine potato growers about their opportunity in the market for frozen French fries and for potato chips. The frozen French fries market has grown rapidly, and Maine's potato chip business has quadrupled in the last 3 years.

A conference on potato processing was called last February by extension growers and shippers to discuss how to grow, store, and handle Maine potatoes for processing. Representatives of the New England region of the National Potato Chip Institute were also present. As a followup, a testing service for processing quality was provided to Maine growers this fall.

Maine was the first State to exhibit its potatoes at the annual meeting of the National Potato Chip Institute. This helped create considerable interest in Maine potatoes for chips. Hazlett was chairman of the exhibit.

Another outlet for Maine potatoes is the new plant in Aroostook County which produces potato flakes. This is an easily reconstituted mashed potato product which appeals to today's hurried housewife.

Extension Crops Specialist Paul N. Mosher, along with Hazlett and the county agents, has campaigned for production of round white potatoes of good eating quality. One variety has been effectively blackballed because of its undesirable eating quality, and now very little acreage remains in Maine.

Clean Potatoes

Washing of Maine's potato crop is another improvement encouraged by Extension. About 15 percent of Maine's total potato sales in 1955-56 were of washed tubers. Three years ago, practically none were washed.

Hazlett made some of the initial contacts for Maine in developing markets for washed potatoes. He had the double-edged problem of getting growers to wash and size and of locating outlets for this more desirable product.

Baking Potatoes

Extension has also encouraged the greater production of Maine Russets (Russet Burbanks), the long white variety well known as good baking
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Two of Maine's popular potato publications.



For Experienced Leadership

Look to Your 4-H Graduates

Roy Weaver, second from left, makes his purebred Angus herd available to 4-H Clubs for sessions on fitting and showing; center, R. L. Coffey, assistant county agent.

by MRS. GENE SMITH MOODY,
Associate Extension Editor, Virginia

IF you're short on leaders for your 4-H work, take a tip from Augusta County agents in Virginia, and look to your 4-H "graduates."

The voice of experience helps keep 4-H work a going concern in Augusta. The names from the 4-H honor roll have moved into the list of camp counselors, recreation leaders, and project leaders.

"If they haven't time for more than driving a school bus to camp, they like to keep interested and active. Many offer to take regular responsibility; others are on call for special jobs," says Assistant County Agent R. L. Coffey.

Mrs. Esther LaRose, Augusta home demonstration agent, puts it another way. "If you have active 4-H alumni you know you have people you can call on for almost anything connected with the program. They may not be able always to take the part of project leaders in regular meetings, but keep in touch, and you'll have plenty of help for special activities."

The County All Star Chapter takes seriously its motto of "Service." Anne Masincupp Wenger, who was a delegate to National Club Congress in Chicago a few years ago, is the chapter's Big Chief, and was responsible for the organization of a community 4-H Club.

Another organizer is Rosalie Wagner, who has a club of younger girls in her community. Despite the demands of a 6-month-old daughter, she is still teaching 9- to 13-year olds the basics of food preparation, sewing, and good grooming. She was one of the four State 4-H alumni recognition winners this year, and the welcome mat is always out at her house for 4-H'ers.

When it comes to 4-H beef projects you can hardly beat Roy Weaver, another former 4-H Club member, who is now in partnership with a cousin, Ralph Weaver, in the purebred Angus business. An All Star, Roy works countywide with the agents in helping line up heifers for the younger club members, conduct-

ing demonstrations of grooming, fitting, and showmanship, and shouldering some of the responsibilities for livestock shows and fairs.

Another job that requires time and talent is that of contacting various agencies and individuals for contributions to finance the International Farm Youth Exchange program in Augusta this year. Franklin Wilson, who was a 1951 IFYE delegate to Lebanon, took care of that detail. "It's about the least I could do," said this young farmer and father of two small daughters.

Now in Sweden as an IFYE delegate is another Augusta County girl, Jo Ann Smith, who will be hailed back as another expert in 4-H work, and a potential 4-H leader.

Kenneth Smith, a former State winner in crop production, is now farming in partnership with his father and also attends a nearby college as a premedical student. His days sometimes begin at 3 a.m., but he still finds time to help younger

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A TRAINING PROGRAM

that clicks



The Author

by John H. Evans, San Luis Obispo County Farm Adviser, California

NEW employees often find that the first day on a new job is a day filled with fears and doubts. My first day with the Agricultural Extension Service was no exception.

On the way to work the first morning, my mind was filled with these questions. What will be expected of me? Do I have the proper training for the job? Will I be allowed to set my own pace, or will I be pushed and hurried along? Will I get along with my fellow employees?

The answers to these questions and many more were important to me if I was to be happy. I soon found that all these questions would be answered in a relatively short time under the University of California agricultural extension training program. Let's take a look at this program.

A formal training guide is the nucleus around which a new employee's program is to develop. The county director assumes certain responsibilities, and other staff members also share in these. The trainee himself is given definite responsibilities in order that he might better develop his initiative.

The training guide is a systematic study plan which helps to ease the trainee over rough spots. The guide is in the form of an outline. It recommends certain literature that should be read by all new extension

personnel. It suggests simple projects to be carried out under the supervision of the county director. It requires discussion periods with other staff members. The guide is not used as a whip to drive the trainee, but rather it is a helping hand that organizes the whole training effort, and keeps it progressing.

The county director plays an important part in California's training program. From the very first, it became evident to me that my county director, Lee Benson of Alameda County, knew his job.

He first of all had to make an appraisal of my capabilities. How long would it take me to adjust to my new surroundings? What were my good and bad points? How well did I get along with farm people and with my fellow employees?

The answers to these questions took time, but it was necessary in order that the county director could determine the pace at which the training program should be carried out. Once this was established the county director proceeded in a slow but methodical attempt to explain the organization and the objective of the Agricultural Extension Service. He explained the relationship of Extension with other agencies. He described program development and current points of program emphasis. How to

write various reports and their value was explained time and time again in order that I might become efficient at these things, leaving more time to the important job of extension education.

Under the University of California Agricultural Extension County training program the county director is the keyman. The success or failure of the program depends on his ability and experience.

Other staff members also shared in the responsibility of training the new member. By working with experienced people such as Maryetta Holman, 32 years on the job, and Earl Warren, Jr., 2 years on the job, I was able to experience the old and new techniques in carrying out the job of extension education. Certain staff members, Bob Lateer, for example, had specialties, such as photography, and they were assigned the task of explaining these specialties to me. In general, fellow staff members were expected to aid the trainee in gaining experience and becoming proficient in subject matter and in extension methods and procedures.

While much of the training program was assigned to other people, as a trainee I had certain jobs to do. In Alameda County the poultry farm adviser left on sabbatical leave. I was given the responsibility of carrying out his program as best I could. The first few months in the poultry program were confused and hectic, but gradually a definite plan developed, and with it a greater confidence in my ability to do the job.

Of what benefit was the whole training program to me? This question can be summarized in one word—confidence. Approximately one year from the day I first reported for work in Alameda County, I was transferred to San Luis Obispo County. The move meant changes, new people, new surroundings, new responsibilities. The first day on the job in San Luis Obispo, I noticed a significant change. No longer did I have fears and doubts; on the contrary, I had confidence. I was enthusiastic about agricultural extension and wanted to do the job. This I believe is all that can be asked of any training program. The rest is up to the individual.



Left—This picture story on farm accidents and their causes is an example of a TV program built around an illustrated article.

a combination of all three.

If photos were used and the originals aren't the right size for TV use, the negatives are probably on file and you can have 8- by 10-inch dull prints made and mounted on 11- by 14-inch board. If drawings or charts were used and the originals are too small, they can be photographed and enlarged to the same 8- by 10-inch size and mounted.

Effective title cards quite often can be made by combining the type used on the cover and some of the art work in the bulletin.

It is important to plan far enough ahead to give the photographer time to prepare the pictures you'll need. Of course you can and should add other visuals to the ones in the bulletin. For instance, on a program about pattern selection, actual patterns were shown along with some clothes made from them. With a how-to-do-it subject you can use the demonstration technique to supplement the still visuals. Film clips and slides also can be used to good effect. Sometimes a program or part of one can be made from an illustrated article.

Of course if the subject matter is not in your field, but you still want to do the program, call in the author or a subject-matter specialist to be your guest on an interview-type program.

The Circular Path to a TV PROGRAM

by VICTOR R. STEPHEN, *Extension Artist, Pennsylvania*

MANY of you use circulars as giveaways on TV programs, but do you realize the same circulars may be complete programs in themselves?

A random selection of your State's extension bulletins and folders will offer many program naturals. Home economists can use pattern selection, flower arrangement, or canning meat and poultry, while in agriculture there are lawn care, weed control, or drainage, to name just a few.

The script is already there. It may need cutting or padding depending on the time allotted for the show, but it has been edited, boiled down, and put into logical sequence. The main points have been emphasized in headings or boldface type.

Since most extension bulletins these days are illustrated, especially the how to do it type, your visuals are there, too! Maybe they are photos, line drawings, or charts or possibly

Shown at left as they appeared on TV, are the title card and two of the other visuals taken from the Pennsylvania circular on pattern selection.

Filed for Future Use

After a show the visuals should be
(Continued on page 71)



FOOD

No. 1 in 180,000 Budgets

How can one person help 180,000 women?

Home demonstration work is different in every county, of course, but more different in Bergen County, N.J., than most places. Bergen County is across the Hudson River from New York City, and naturally it is largely urban. It is thickly populated (625,000 persons); about 30 percent of the women are employed outside the home; farmers are few and farms are small, speaking generally.

Many mothers are housebound because their husbands use the automobile for commuting to business, the cost of babysitters is high, and school sessions are split. How to reach the women of Bergen County with extension help was a seemingly impossible assignment.

When Florence Van Norden got the job of home demonstration agent in Bergen County she faced the challenge of reaching into these 180,000 homes. First, the advisory council was reactivated. With a new organization, new faces and fresh enthusiasm, the council members surveyed their county to determine the needs, interests, and attitudes of the women they represented.

The interests they checked most frequently were as follows:

Preparing 3 meals a day.

Planning and preparing company meals.

Grocery shopping.

Since Bergen County consumes much more food than it produces and foods are high in price and often harvested before maturity to assure safe shipping, the business of buying of good quality at reasonable prices gets high priority in most households. Wholesalers, retailers, and food planners also were interested in quality and price.

Meeting with New Jersey State extension leaders and food marketing specialists from both New Jersey and

New York, Mrs. Van Norden explained the situation and together they planned ways to reach the residents with accurate, timely food marketing information and methods of promoting the sale of locally grown food.

Through the Newspapers

It was decided to use the newspaper medium (1 daily and 45 weeklies) to feature a food-marketing publicity program. The food to be featured was agreed upon by Mrs. Van Norden and the agricultural agent on the basis of availability and price.

When the growing season ended in Bergen County, important foods from other parts of the country were featured. The format of the weekly food feature stories generally included the history, cultivation, pest control, cost factor, nutrition, selection, storage, preservation, and principles of preparation. Tested recipes were used as fillers when needed.

The public relations office of a chain store offered to furnish current food prices each week. Regional Food Marketing Office in New York also agreed to furnish information when contacting local markets. Mrs. Van Norden got price quotations from a wholesale fish market, meat-packing house, local roadside stand operators during the the growing season, and two independent grocers.

With this information and material, she wrote two columns called Good Buys and Food Feature Releases. Twenty-five of the newspapers in the metropolitan county are now publishing food-marketing material.

In the opinion of Mrs. Lloyd Sandt, president of the Bergen County Home Economics Extension Council, "Homemakers look forward to this as a help in their week's marketing and preparation of seasonal foods." Besides the local homemaker, these articles are used by home economists and local farmers. One farmer tells

us that after Mrs. Van Norden's article on peaches last year, his income from peaches was \$2,000 more than the previous year. We know of several roadside stands that post her articles on their bulletin boards for the information of their customers.

Her articles are highly regarded by the newspaper editors as well, as James Sutphen, executive editor of an evening paper says, "Florence Van Norden has done an exceptional job in localizing and 'seasonalizing' food products from shad to strawberries. There are no items more popular in any paper than its news about food. If it is attractively presented and entertainingly written, and if it makes some small contribution to the reader's store of knowledge, it cannot help but benefit producer, reader, and publisher."

Commodity groups, growers, producers, roadstand operators, editors, and many homemakers have encouraged the continued preparation of news stories featuring available foods.

With the assistance of Dr. Gladys Gallup, Director, Division of Research and Training, USDA, Mrs. Van Norden made a readership study of her column in a journal. This showed that a high percentage of the subscribers to the journal read the "Good Buys" column. One-fourth of the subscribers read the column every week; another one-fifth read it nearly every week and over one-fourth read it sometimes. According to the results of the survey, the articles helped stimulate purchasing, storing, and better preparation of commodities.

John Dater, editor and publisher of the journal, said, "We have been running her column as a special feature for about 3 years, and we feel that the effort has been more than justified, both as a result of the survey and verbal comments from our readers."

Mrs. Van Norden was appointed home agent in Bergen County in 1953. Her previous experience included 8 years of extension work in Rosebud and Cascade Counties in Montana, and 6 months as housing specialist at the University of Illinois. She received a master's degree in home management from Purdue University in 1947.



Grain
Judging
Contest

Everyone Is a Judge

by H. W. HERBISON, *Extension Marketing Economist, North Dakota*

As everyone knows, competition spices individual or team endeavor for almost all youth and adults, be it recreational, educational, or a bit of both.

Judicious use of that motivating element is a powerful force in combination with (1) participation in coordinated group events at several competitive levels; (2) training under imaginative local lay leaders; (3) recognition for achievement, and (4) vocational interest of the individual and his community. These are the foundation for an educational activity that gets useful things done.

In North Dakota, thousands of youth and adults are finding in organized crops judging a satisfying educational activity especially adapted to vocational interests and the climate of this northern State. In crops judging, the individual or the team has an opportunity to check-test performance against predetermined standards of excellence, in contrast to the opinion of the judge, as in livestock-judging competition.

Practical Value

The skills learned in judging grains have very practical value to the North Dakotan who makes his

living with grain. He must be able to identify the plant and seed forms of weeds which are pertinent to quality and price of seed grains or flaxseed. Having studied the factors that affect seed quality and price, he learns to judge classes of seed grains and flax. He has to study the market grades for wheat and barley and learns to place grains by standard numerical grades.

Schools for Judging

Three levels of training provide opportunities aplenty for those interested in getting experience in judging. In the fall, training clinics are held for county extension agents, vocational agriculture instructors, 4-H Club leaders, and older youth. Instruction in the mornings is followed after lunch by practice contests and post-contest discussions to give participants the opportunity to test themselves and review difficult portions of the lesson.

Under the supervision of county extension agents and vo-ag teachers, county and community clinics and practice-contest sessions are held for anyone interested, but particularly for local leaders who will carry out the training in their individual lo-

calities. Hundreds of community or club workouts are held during the fall and winter months to provide training and fun alike for both adults and youth.

Ready to Compete

Many winter contests are held at the county level to determine who will represent the county in district and State contests. Three big district events precede the State contest in which the cream of the contestant crop may be selected for the 4-H, adult, and Future Farmers of America divisions. The statewide contest is held in March in connection with the Valley City Winter Show.

The idea of holding a crops judging contest in connection with special crops events is becoming increasingly popular. North Dakota's Durum Show, the State Potato Show, and the Walsh County Fall Fair are examples of this. This is a sound development which indicates that the people are behind these sponsored events.

Materials and Visuals

A number of different tools are made available by the State and county extension offices to help adults and youth become good crops judges. Sample materials for use of leaders and groups include weed seeds, weed plant mounts, mounts illustrating factors affecting seed quality or value, and chart outlines of standard grade requirements and subclass for market grain. There are contest kits for use in organized crops judging contests which circulate on a round-robin basis to agents and instructors. A series of leaflets contain information on what the crops judge should know and do in performing his contest tasks.

In 19 of the counties where all agricultural club members are studying crops as their major 4-H project, lessons and demonstration outlines have been prepared to help the boys and girls. Semiannually, members of the State extension staff give training lessons and demonstrations for the benefit of local leaders. This training will be extended to another group of 19 counties for a 2-year

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Adult and junior leaders of the 4-H electric project take part in a training clinic, 1 of 3 held each year in San Diego County, Calif.

Leaders learn how to teach Efficient Use of Electricity

by DAVE HINSHAW, *Farm Adviser, San Diego County, Calif.*

How to make the best use of electricity on the farm and in the home has been the theme for the successful leader training program carried on in San Diego County, Calif., for 6 years. Help in the program has come from the local gas and electric company, which is a member of the Pacific Coast Electrical Association, the organization that gives support to the statewide program.

Three separate training clinics are held each year, during December, February, and April. Both adult leaders and junior leaders attend. They, in turn, take information and training in how to teach back to their clubs. The training has these aims: Promoting the general knowledge of electricity; encouraging safe use of it; and showing how to use this servant efficiently. Here is how a typical leaders' clinic operates.

Following a get-acquainted dinner,

the tables are cleared for action. The farm adviser discusses 4-H aspects of the program, such as minimum requirements, record keeping, awards, events, sponsor relationship, and specific questions relating to each project group. Leaders participate in question-and-answer periods. The meeting is then turned over to Dan Turner, electric project representative of the gas and electric company, for technical training of the 4-H electric leaders.

Through the use of demonstrations, discussions, and visual aids, Turner presents information which leaders in turn use with their own club members. The electric subject matter presented during the three clinics may include safety, motors, proper wiring, fuses, farm electrical equipment, proper lighting, generators, irrigation pump efficiency, and other topics about which 4-H leaders request information.

Following the instructional period of the training clinic, leaders are provided with electrical demonstration material, often prefabricated to assemble. This may include electric display kits, lamps, miniature motors, fuse boards, splice boards, and extension cords. This equipment is utilized by the leaders at their club meetings for demonstration purposes in teaching young club members.

Thus these clinics furnish an opportunity for exchange of club level working techniques; provide technical information on specific subject-matter fields; and make available equipment for local club demonstrations.

The volunteer 4-H leaders leave the clinics with the equipment and knowledge to help rural 4-H boys and girls in San Diego County use electricity more advantageously.

Peach Promotion Draws Nationwide Interest

A Peach Day promoted cooperatively by R. F. Bittner, district marketing agent for the Michigan Cooperative Extension Service, and Radio Station WOWO, Ft. Wayne, Ind., attracted interest from listeners from 37 States and Canada. Bittner and the station set up the promotional program and began to announce to listeners that every 30 minutes during Peach Day a basket of peaches would be given free to a person whose name would be drawn from among postcards sent in. When Peach Day arrived, 31,594 cards containing names and addresses had been received.

Here, Bittner, left, and Carl Vandergriff, station manager, right, jokingly debate the point—"Which drew the cards, the peaches or the station?" Maryann Meldrum, consumer information agent in Kalamazoo, inspects the choice Michigan peaches offered as prizes. Peaches were provided by growers in the Benton Harbor area while the Michigan Department of Agriculture paid the express charges for shipment to winners. The first Peach Day in 1955 drew 17,000 cards. Bittner reports that 11 percent more Michigan peaches went into the northern Indiana and Ohio areas this year than in 1955. Bittner believes that part of this increase is due to the Peach Day promotion.



R. F. Bittner, Maryann Meldrum, and Carl Vandergriff jokingly debate, "Which drew the cards, the peaches or the station?"

Grading Schools Rated High by Produce Buyers

by R. F. BITTNER,
District Marketing Agent, Michigan

WITHIN a short time after taking the position as a district extension marketing agent in southwestern Michigan. I had several experiences that made me aware that some educational work was necessary among fruit and vegetable growers on grading of their farm products.

First, visits to terminal produce markets such as Chicago, Kansas City, and St. Louis convinced me that too many growers who were doing their own grading and packing were not turning out a top-quality pack. This seemed to be true for growers in most producing areas and our growers were certainly no exception.

Secondly, from watching growers react when their load was being inspected and later when visiting them, I am convinced that the vast majority of growers want to do the right thing. But so often they are not sure of just what constitutes the grade of U. S. No. 1, U. S. No. 2, utility, and other grades.

To help our growers know more about grading, seven meetings were scheduled in Berrien and Van Buren Counties in southwestern Michigan. Price outlook, packing, and grading were discussed followed by a grading demonstration on tomatoes, cucumbers, and cantaloups.

These meetings were scheduled to coincide with the first ripenings of these commodities. The grading information would then be fresh in the growers' minds as they began the packing and grading season, and would help maintain quality throughout the entire season. Also, freshly harvested materials would be available for the demonstrations.

Michigan Department of Agriculture officials, charged with the inspection of growers' loads, gladly agreed to take part in the meetings to explain grading and inspection.

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4-H and Public Impressions

HADLEY READ, Extension Editor, Illinois



On the rifle range, 4-H Club youth find satisfaction in developing skill and meeting competition.

TO consider a sound program of publicity and public relations for 4-H Club work, put yourself in the shoes of Mr. Average Citizen.

He comes home from his office one evening tired and preoccupied with his own problems and picks up his favorite newspaper. On page 3 he notices a story which tells him that the 4-H Clubs in his county are starting a drive to raise \$10,000 in donations from businessmen for a camp they hope to build out by the river. He makes a mental note that he probably will soon be approached for his contribution.

On page 4 he reads that the son of one of the largest and most prosperous livestock farmers in the county has won another prize for showing a top animal at some 4-H show.

And then on page 5, there is a brief, little story about a group of 4-H boys and girls who decided to work Saturday afternoons building and placing bird-feeding stations around the county.

Now, if you, as Mr. Average Citizen, had read those three stories, which one would have made you feel most kindly toward 4-H Club work? Which one would have given you the best picture of just what the 4-H organization stands for and what it is doing for young boys and girls? Which one would have been the best public relations for 4-H?

It has long been accepted that 4-H Club work enjoys the best public relations of any organization in the country. This is a tribute to be coveted and respected. Good public relations, however, are not permanent possessions to be put on the mantel and admired like new trophies. Public attitude and opinion can shift quickly from favorable to unfavorable, from acceptance to rejection, from good to bad.

Recently, there has seemed to be an increasing need for various and sundry kinds of 4-H fund-raising projects. Money is needed for camps,

for foundations, for youth buildings, for show sites. True, 4-H boys and girls themselves often raise much of this money. But there also seems to be a growing tendency to raise the money the easy way—by asking people to “give for a good cause.” It would be tragic indeed if the public should get the impression that one of the major activities of 4-H Club work was fund raising. 4-H should not become \$-H in the public eye.

It would be just as tragic if the public should get the impression that 4-H begins and ends in the show ring where a select few walk away with colored ribbons and prize money. This does not mean that camping and show ring activities are not important aspects of our 4-H Club programs. They are and there is often need for public fund raising to help support club projects. But all of us know that 4-H is a lot more than raising money and winning prizes. It's our job to see that the public knows this.

Perhaps you've tried this already, but if not, sit down for 15 or 20 minutes with a couple of clean sheets of paper and think about the problem. Start off by listing the audiences that you think should be reached with news and information about 4-H Club work. Your list of audiences probably will include the 4-H boys and girls themselves; their parents; boys and girls of club age

(Continued on next page)



The outdoors is a popular classroom for local leaders and 4-H members.

4-H Clubs Flourish with ADULT SUPPORT



E. A. HOLM,
Assistant State 4-H Club Leader, Indiana

WELL-ORGANIZED and active committees in Noble County, Ind., created one of the best 4-H Club programs in the entire State. A large and capable committee at county level and equally able smaller committees in 13 townships were responsible for unusual growth of 4-H Club work in the last 10 years.

In 1946, before township committees were organized, 381 club members carried 515 projects. Last year 374 boys and 460 girls completed 2,200 projects. Charles Seneff, county agent, says, "The secret of getting the job done is having lots of people helping."

How Noble County draws on community leaders is clearly seen in the composition of their central 4-H Club committee. It consists of 13 men and 13 women, one each from the townships, and 7 members at large who represent the following organizations: Farm Bureau, county fair board, Grange, home economics club, rural youth, vocational agriculture teachers, and 4-H girls' leaders.

This group of 33 is a hard-working group that meets 7 times a year to conduct the 4-H Club business. After officers are elected, the following committees begin to function: 4-H park governing board, budget, exhibit, awards, auditing, and the 4-H beef and pig auction. Last year this

committee was responsible for the county 4-H budget of \$5,400 and, in addition, raised \$3,000 toward the development of the 54-acre 4-H Club park.

Believing firmly that more hands do a better job, the townships also organize by committees, usually composed of 3 men and 3 women. They meet with their 4-H leader to make plans for the year. This includes arrangements for the following services:

- ..Providing transportation for the members to meetings and for tours.
- ..Serving as a project leader.
- ..Assistance in planning the program.
- ..Visiting the club members and parents.
- ..Bringing exhibits in and helping at the county 4-H show.
- ..Assisting with local 4-H achievement programs.
- ..Babysitting for the leader while she attends 4-H Club meetings.
- ..Plans for the special awards, trips, and other incentives.
- ..Providing a meeting place for the club such as homes, school building, community building.
- ..Assisting with judging and demonstrations and any other way that would help the leader and the club to promote 4-H.

At the beginning of 1956, Noble

County, as well as almost all other Indiana counties, had set up plans to make their program so attractive and worthwhile that enrollment would increase at least 5 percent or 4,085 members. This would make a grand total of 85,255 members. The 4-H Club committees have proved to their own satisfaction at least that a better 4-H program is possible for every 4-H Club.

Public Impressions

(Continued from page 66)

who are not in 4-H and their parents; the people of the agricultural community; local town and city citizens; and the total county audience. Finally, some 4-H stories will be of interest to a statewide, and even a national audience.

The next step is to write down on a piece of paper the kinds of information you would like to get across to these various audiences. What do you want them to know about 4-H? What do you want them to think about the organization? What kinds of impressions do you want them to have?

For step 3, list all of the 4-H programs, projects, activities, and accomplishments which, if reported to the public, would result in the impressions and public attitudes you want to establish.

Next, list all of the opportunities you have for reporting these stories to the public. You will include your weekly and daily newspapers, your local radio and television stations, news letters, displays, exhibits, and public presentations.

Finally, put the parts together in a planned program of 4-H information coverage. Some of the information fits best into a newsletter which may go only to 4-H boys and girls and their parents. The next story may be of countywide interest and should go to every newspaper and radio station in the county. A third piece of information may be best adapted for television presentation.

Abraham Lincoln said: "In this and like communities, public sentiment is everything, with public sentiment nothing can fail; without it nothing can succeed."

NEWS and VIEWS



Editors Plant Trees

Weekly newspaper editors in Wisconsin are showing their support of conservation practices by starting a demonstration forest of their own in Vilas County.

The Wisconsin Press Association, an organization of editors of Wisconsin weekly newspapers, has visited the Trees for Tomorrow camp at Eagle River every year since 1946, according to their president, Palmer Sondreal. While at the camp the editors were shown through nurseries and forests where selective cutting and replanting were being carried out.

This year at the outing, one of the members suggested that the group start their own forest to show members and school children the value of good conservation practices. The editors readily accepted the idea.

The project will be named the Wisconsin Press Association Demonstration Forest and will be supported by voluntary contributions from the members. Carl Zielke, executive secretary and general manager of the association, says that donations have been pouring in so rapidly that the group should be able to buy a 40-acre tract near Eagle River this year.

A Trees for Tomorrow forester will look over the land and recommend planting and management procedures, but the members will plant the trees themselves on week-ends and during their vacation periods.—*John Ross, Wisconsin.*

Florida Forestry

Under Florida's extension farm forestry program, during the past 3 years, 40,401,140 pine seedlings were distributed to farmers and other owners of small forests. The drive to reforest Florida's farm woodlands with trees provided by the wood-using industries has been friendly, mutually helpful, and highly successful.

Food Finder

Do you ever wish you knew where to find an unusual recipe? A news release called Food Finder, by Rezia Gaunt, The Scarecrow Press, New Brunswick, N. J., (1956) may help you. The recipes themselves are not given. The book is an index to hard-to-locate recipes for regional and international dishes favored by American cooks. About 70 cookbooks are referred to and most of them are available in a good university or public library. This list may be a useful tool to the home demonstration agent who is teaching foreign cookery.

Invite Your Local Editor to Dinner

In Morgan County, Ky., Evelyn and Carl Sinclair, agricultural and home agents, gave a buffet dinner for their local newspaper staff, with husbands or wives. Also invited was the county homemakers' publicity chairman. Altogether there were 15 guests.

(Left) A new TV camera is in use by Colorado State extension crew. Plans are to do all TV programming by film from the Colorado Agricultural and Mechanical College campus.

(Right) George Beach, extension specialist in horticulture, used models in a series of 3 filmed programs on landscaping.

4-H Exchange Visits

Thirty-six 4-H Club members and five adults from Weld County, Colo., had a 2-week exchange visit with Haywood County, N. C., last summer where they lived with farm families under an arrangement similar to the International Farm Youth Exchange program. We know of several such interstate and intercounty exchanges, some of which have been continuing for several years with rewarding experiences for all participants.

Soil Conservation

SOIL CONSERVATION by Sellers G. Archer. The University of Oklahoma Press, Norman, Okla. 305 pages, illustrated with 14 figures, 5 tables and 30 pages of photographs. 1956.

In simple and direct style, this book deals with the critical problems of soil management, the principles of soil conservation and the agencies offering assistance to the farmer.—*Edd Roberts, Extension Soil Conservationist, Oklahoma.*

Their Dogs Guide the Blind

One of the fastest growing projects in California 4-H Club work is the guide dog project. This showed up clearly when a statewide field day was held at the school of Guide Dogs for the Blind, Inc. at San Rafael this past summer.

A total of 42 4-H Club members—39 from California, 1 from Oregon, and 2 from Nevada—participated along with their lively puppies. They took part in obedience trials, saw a demonstration of how a guide dog assists a blind person, and exchanged experiences with other club members.

In the program, 4-H boys and girls take puppies from the guide dog organization at about 3 months of age. During the time the 4-H'ers have them, the pups receive discipline training and much affection. When the pups are a year old, they are returned for their guide-dog training and eventual assignment to a blind person.

Dogs which have been raised in this manner go through their guide-dog training much faster than those raised in kennels. They are accustomed to families, used to everyday noises, and generally more adaptable to training, report the guide dog trainers.

During the past 10 years since the beginning of this club project, 524 puppies have been raised by 4-H Club members in California, 7 in Nevada, and 10 in Oregon, bringing the total to 541 puppies raised in the Guide Dog Project.



Twin brothers from the Liberty 4-H Club, Tulare County, Calif., Richard and David Haddock, show their pups. Richard shows Freya, a German shepherd, and David shows Rita, a Labrador retriever, both being trained for guiding the blind.

Radio and TV Exchange

In reporting on a recent TV show which Betty Sheets and Helen Cole of West Virginia did on *The Heavy Load* (running water in the home), Betty pointed out that census figures reveal there are over 7,500 homes in Fayette County without running water. Certainly, that's ample reason for doing a TV show on that subject.

Theory and Dynamics of Grassland Farming

by Jack R. Harlan

Publisher, D. Van Nostrand Co., Inc., Princeton, New Jersey 1956.

In addressing a university audience recently, Justice Felix Frankfurter observed "specialization is necessary but specialization is mutilation of the whole."

From an Extension worker's point of view, the strength of Dr. Harlan's book lies in the fact that it puts the parts together again. Coordinated here are contributions of a surprising array of sciences—all pertinent to the subject of grassland agriculture—including among others climatology, chemistry, soils, nutrition, animal husbandry, and various plant sciences such as ecology and taxonomy. While the book admittedly deals with principle rather than practice, it is to be remembered that the practical man, too, is concerned with principle.

It would seem safe to predict that the Extension man interested in grassland agriculture will find much in this book to help him understand his experiences, and that he will appreciate the way material from many sources is brought to focus on the subject.—J. R. Paulling, *Federal Extension Service*.

4-H Community Clubs Popular

A new community 4-H Club is being organized almost every day somewhere in Arkansas. Parents and young people alike see many opportunities for educational activities in their own communities. They like the spirit of working together that comes from a joint community endeavor. Arkansas has 490 community 4-H Clubs and 1,480 clubs in schools.

National Judging School Scheduled for Oklahoma City, May 2-3

The National land, pasture, and range judging school and contest will be held at the Oklahoma City Fair Grounds on May 2-3, 1957. This will be the sixth annual national event. Entries are open this year to Future Farmers of America, 4-H Club members, other boys and girls, college students, and other adults.

The available cash awards total better than \$2,500. The first day will be devoted to a training school to familiarize everyone with the judging score cards, the local soils, and the local pasture plants. The cash prizes for the 4-H and FFA teams are approximately \$200 for first place and about \$40 for the high-scoring individuals. In addition to cash prizes, trophies and medals will also be given.

For further information, write Jack Stratton, Farm Radio Director, WKY-TV, Oklahoma City, or Edd Roberts, Extension Soil Conservationist, Extension Service, Oklahoma A. and M. College, Stillwater, Okla.



4-H Club boys and girls learn to judge various land features in a District 4-H Club Leadership workshop at Russellville, Ark. in 1956.

Grading School

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The meetings were announced and publicized through normal channels such as news releases, letters to growers, and by radio announcements. I tried to make sure that all growers in the area knew about the meetings.

When a veteran farm editor of a newspaper in the area received the announcement and heard of the purpose of the meetings, he said rather sympathetically, "I wish you luck, but I don't think anyone will be there." Queried as to why he made that statement, he said, "People have heard about grading for a long time and they don't particularly like grades, so I just don't think they'll come."

I was more than gratified when an average of 84 growers attended the meetings which were held during the extremely busy harvest time.

At these sessions, I discussed the outlook from the standpoint of the size of the crop, probable marketings from other areas and the time of such marketings with peak harvests. New, better, and more colorful packages were shown, and methods of packaging were demonstrated.

The importance of uniformity in size, color, and quality in helping commodities be their own silent salesmen in our modern supermarket system of merchandising was emphasized.

The second portion of the meetings was devoted to proper grading. Samples of U. S. No. 1 and the other various grades had been collected. Michigan Department of Agriculture officials conducted the grading demonstrations and pointed out the specific reasons why certain individual fruits and vegetables fell into a specific grade.

All in all, the meetings were a real success from the standpoint of an extension service worker in marketing. Some of the things that seemed to contribute to the success of the program were (1) liberal use of many communication channels to notify the growers of the meetings, (2) relative newness of this type of demonstration program among the growers, and (3) demand for better grading that was being brought on

by increasing amount of inspection on the market.

But the real proof of the pudding was in the eating, so to speak, no matter how biased I was over the apparent success of these meetings. It came in the form of statements from produce buyers in the famous Benton Harbor market when they said that the meetings had resulted in real improvements in the grades of these commodities during the marketing season.

Potatoes

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potatoes. In the third year of commercial Russet acreages, some 30,000 acres of this variety were grown in Maine.

It has been found that Maine can raise good Russets if extension recommendations are followed. A few years ago it was considered impractical, if not impossible, to raise Russet Burbanks in Maine.

Sized Potatoes

Maine's extension agents were active in explaining the possible benefits of a Federal potato-marketing agreement and order. This was voted on favorably by Maine growers and was in effect beginning with the 1955 crop. Under the marketing order, only Maine potatoes measuring between 2½ and 4 inches may be shipped for table use. This is a higher standard than U. S. No. 1.

Within this range, Maine Extension has been active in promoting packing of special sizes for special uses. These packs include the Maine Mediums, the Super Spuds, and the Chef's Specials. These packs call for more uniform size and fewer grade defects than are permitted under U. S. No. 1 grade. Up to 10 percent of Maine's sales are packed to these grades which are beyond the minimums specified in the marketing order.

To better acquaint the consumer with the grades of washed and sized Maine potatoes, the Extension Service issued Circular 292, Potatoes As You Like Them. Another extension bulletin gives recipes for using Maine potatoes.

Maine Extension also helped in reorganizing the Maine Potato Council. This is a growers' organization which is providing aggressive leadership in marketing Maine's potato crop.

Through these and other steps the Maine Extension Service has proved that it can not only provide information to improve production but can help do a real marketing job.

Sears-Roebuck Foundation Scholarships For County Club Agents

In addition to the scholarships mentioned in the January issue of the Extension Service Review, eight \$100 scholarships will be awarded by the Sears-Roebuck Foundation through the National Association of County Club Agents. Two scholarships to each extension region will be given for attendance at a 3-week extension summer school or for other advanced study. These will be awarded through the NACCA.

Men or women county club agents, associates, or assistants are eligible. Candidates may be previous Moses scholarship recipients. Preference will be given to those never having received a scholarship.

Candidates must agree to enroll in the 4-H or youth course if they have never had such a course. Recipients of this scholarship must be members of the National Association of County Club Agents.

Application forms are being distributed to all NACCA members; State 4-H Club leaders concerned will also receive an announcement and a copy of the application form.

Applicants should forward completed form to State club leader by April 20. State club leaders will select not more than two applicants and forward applications to Roger K. Leathers, Chairman, Professional Improvement Committee, National County 4-H Club Agents, 2 Federal Building, East Greenwich, R. I. by May 1. Check will be sent direct to recipients by Sears-Roebuck Foundation.

Everyone a Judge

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period, then to the remaining counties.

There is ample proof that many persons are doing a lot of effective educational training. Of some 300 4-H, FFA, and adult contestants in North Dakota's 1956 State contest, almost any one in the lower one-third might easily have won first place in his division just 3 years ago. There are many ties for third or fourth place in each division, and as little as 10 points may now separate the top 20 contestants in any one of the three divisions. The same high level of proficiency is demonstrated at district events as in the State contest.

Behind the Scenes

Leadership is shared by a land-grant college team composed of the extension agronomist, extension marketing economist, and a deputy commissioner of the State seed department. They have the cooperation and help of many people concerned with crop production and marketing. The North Dakota County Agents' Association has an advisory committee which confers with activity leaders on contest content and procedure, and assists with a multitude of tasks. Vo-ag teachers have a similar committee.

The top three judges in each of the 4-H, FFA, and adult divisions of the State crops judging contest are awarded a trip to the Minneapolis Grain Exchange in November. The winners are guests of the Grain Exchange in a superb educational and entertainment experience. Many other awards are won by State and district winners.

Is It Good?

Although the crops judging activity is not new in North Dakota, it has greatly improved in the last 5 years. It is far better in terms of its related educational content, objectivity, organization, and tenor of participation. The quality of crops moving to market is better and undoubtedly will continue to improve.

TV Program

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returned to the State extension office at the college and put on file together with a copy of the script used on the program.

These will be available for use by other agents on different stations, or occasionally for repeat programs at a later date by the original specialist.

Some Do's and Don'ts

DON'T try to get by with just using the circular and counting on the cameraman to get an acceptable closeup of the illustrations on the page. It won't work.

DO take the time to plan ahead and get your visuals sized and mounted correctly.

DON'T read directly from the circular. TV is not like radio. It's a visual medium.

DO speak extemporaneously if possible or use a few notes if you can't.

DON'T try to cram everything into a 15 minute show if it is a long circular.

DO make it a series of programs or take one section of the publication which will make a good 15-minute show.

DON'T rely on illustrations from the circular to provide your only visuals.

DO bring and use the actual equipment talked about in your bulletin or models and specimens where possible. You can use available slides or film clips.

DON'T feel that because you have the circular you don't have to prepare until the morning of the show.

DO prepare as far in advance as possible and try to run through the whole show at least once before air time. Consult with the visual aids specialists who can help you.

A Final Word

Too many of us think everything we do is limited to one specific job, the job it was originally intended for. But we've seen how a circular or article can be used as a TV show. Did you ever think about reversing the process? Maybe some of your TV shows are publication naturals.

This multiple use of our time and efforts means reaching more and teaching more and that's our job.

Your 4-H Graduates

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4-H'ers with their records, and to help conduct training schools for new officers.

There are others, successful young men and women, who haven't forgotten what their early training in 4-H meant to them, and who are obviously eager to help others have the same opportunity. Speaking of the older 4-H members who have actually done project work and taken part in the myriad activities, county agents say, "You just can't beat them for leaders."

In future plans are weekend camps for the 4-H graduates. In the meanwhile, they take full advantage of a State leadership training camp offered yearly at 4-H Camp Farrar at Virginia Beach. Three of them, George Grove, Anne Henkel, and Shirley Quick, received scholarships to the camp this past summer.

With over 1,200 club members in Augusta, you never really know what a new day will bring. But one thing you can count on is assistance from those who have traveled this path before.



Three-dimensional Posters

Mrs. Irene H. Wolgamot, associate extension specialist in foods and nutrition on New Jersey's State Extension staff, has made a set of 3-dimensional posters. She uses them in training representatives of various groups, such as churches, granges and the like, in the organization and planning of community meals.

They measure 28 by 40 inches in size. The actual objects, or miniatures of them, such as tickets, paper plates, and dishwashing equipment, are fastened to poster board. The figures are often cutouts from magazines which have been photographed and enlarged to suitable size. Before they are fastened to the poster board they are backed with blocks of styrene to make them stand out from the background. Attractive color combinations help to get attention.

VIS-A-VIS *with Visuals*

ONCE upon a time there was a hare and a tortoise who held highly respectable positions in their community. They were farm advisers. Also, they were close friends. But one morning during coffee conference, back in the mimeograph room, they fell to disputing. They quarreled about which was the better skilled in the art of teaching, and argued so heatedly that their cups turned cold.

Now Brother Fox, the county director, of course, had an idea for putting a stop to such nonsense. He suggested that at the next county meeting they hold a contest to settle the matter for once and for all.

Tense days of preparation passed. The tortoise rushed ponderously about collecting and organizing his material, seeking ways to relate it to the needs of his friends on the farms. The hare disappeared into a back room where he was busy as a factory with top secret production.

Well, the word got around and when the meeting hour arrived the

hall was packed to the rafters. Brother Hare was first on the program and his performance was better than a county fair carnival. He was one smart bunny. He knew that visual aids were good so he gave them the works. He leaned over backward to use all the visuals he could find or invent. There were 3-D charts with flashing blue lights and maps with Fourth of July pinwheels built in. When he finished the house shook with a roar of approval and delight.

Folks were still cheering when Brother Tortoise came on. He started a pretty quiet discussion with them about some of their problems. It was all so easy and informal that most everyone guessed that Brother Tortoise had realized how hopeless it was to compete with the tricks of Brother Hare. But it was still early and they all became interested in the questions folks were bringing up so everyone stayed around and joined in the discussion. Brother Tortoise happened to have a simple chart and

a few small slides that fit in handily with the things they were talking about. They got so interested in swapping ideas that Brother Fox had to try several times before he could let them know it was time to go home. Then Brother Hare got up and thanked them for coming to see the contest and how he was glad he had won and all that, and everyone started applauding him again but Brother Fox called for quiet.

"How many here remember what Brother Hare talked about?" And what do you know, no one knew. All they could remember were those "clever" visual aids.

So, Brother Tortoise won out after all. They did remember his part all right, and they talked about it all the way home.

Moral: "You may as well fall flat on your face as to lean over too far backward."

by GEORGE RANDALL,
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California*

